

Executive Proclamation

State of South Dakota

Office Of The Governor

WHEREAS, In every great industry of every state, there is one single pioneer from whom all later growth happens; and,

WHEREAS, In South Dakota's television broadcasting industry, that one person has had a tremendous impact on all of us through his creation and development of Kelo-Land; and,

WHEREAS, The Kelo-Land legend began with this man selling the idea of television and his friend, Louie Warren, selling television sets from the back of a station wagon in the 1950's; and,

WHEREAS, Those meager and humble beginnings have blossomed into a unique, creative, informative, and entertaining state-wide system of communications for South Dakota; and,

WHEREAS, This man's super salesmanship caused the biggest event ever held in South Dakota, the Kelo-Land Gold Rush, that attracted over 300,000 people, every politician for 500 miles and Lawrence Welk for one of the most innovative and incredible promotions ever staged anywhere; and,

WHEREAS, This man's skills and abilities in advertising are known and admired from New York to Los Angeles due to his achievements in selling and promoting the greatness of South Dakota; and,

WHEREAS, It is fitting and proper that this man be given special recognition on this day for his many, many achievements in advertising:

NOW, THEREFORE, I, WILLIAM J. JANKLOW, Governor of the State of South Dakota, do hereby proclaim Saturday, April 24, 1982, as

JOE FLOYD "YOU'RE A HELLUVA SALESMAN" DAY

In South Dakota, and I urge all South Dakotans to honor and salute Joe as he receives the Silver Medal Award from the South Dakota Advertising Federation this evening.



ATTEST:

Alice Kunder
ALICE KUNDER, SECRETARY OF STATE

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this Twenty-first Day of April, in the Year of Our Lord, Nineteen Hundred and Eighty-two

William J. Janklow
WILLIAM J. JANKLOW, GOVERNOR

STATE OF SOUTH DAKOTA - BUREAU OF ADMINISTRATION - OFFICE OF RECORDS MANAGEMENT - CERTIFICATE OF AUTHENTICITY
THIS IS TO CERTIFY THAT THE MICROPHOTODUPLICATION IMAGE APPEARING ON THIS SLIDE OF MICROFILM IS AN ACCURATE REPRODUCTION OF THE ORIGINAL RECORD AND WAS MICROFILMED IN THE REGULAR COURSE OF BUSINESS ACCORDING TO THE PROVISIONS OF SOUTH DAKOTA COMPILLED LAW 1-27-4. IT IS FURTHER CERTIFIED THAT THE MICROFILMING PROCESS USED FOR MICROFILMING OF THE ABOVE RECORDS WAS IN A MANNER AND ON MICROFILM WHICH MEET THE RECOMMENDED REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS FOR PERMANENT MICROPHOTODUPLICATION REPRODUCTIONS.
REDUCTIONS: REDUCTION 25% ROLL NO. 3
DATE MICROFILMED 2-7-84
CINEMA OPERATOR *[Signature]*